



Help beautify your Town...

Main Street Loudoun is Blooming!



April 15-April 22

Come help give Main Streets in Loudoun a Spring Cleaning and demonstrate community pride.

Contact your Community Coordinator. Get involved! Join the fun!

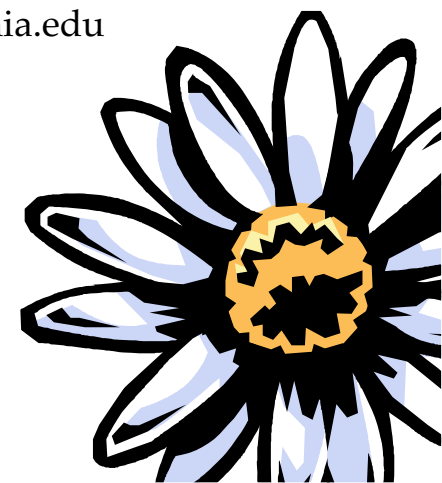
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Main Street Loudoun





Businesses, here is a list of some things you can do to help beautify your downtown... and attract new visitors!

14 Retail tips to attract new shoppers*

1. Wash your windows at least once a week. Wash your front door daily, because it is so visible.
2. First impressions matter. Polish your door handle weekly.
3. Scrape off old stickers from windows—Visa, MasterCard, etc. It is assumed that you take plastic in today's retail environment.
4. Remove old posters and window clutter so shoppers can see in your store. Look inviting to curious eyes.
5. Post your hours on the door so shoppers know when to come back and make a purchase.
6. Change your window displays frequently. The Gap changes its windows once a week.
7. Replace burned-out light bulbs so your store looks maintained and well lit.
8. Leave your display window lights on at night to highlight your merchandise 24 hours a day. Your windows are free advertising.
9. Increase the wattage of light bulbs throughout your store.
10. Ask your customers what they like about the appearance of your business and what they would like to see change. Then, implement the suggestions.
11. Walk through your store with a notepad in hand and jot down anything "you never noticed before" that should be repaired, cleaned, upgraded or replaced.
12. Ask a part-time employee what he or she would change. Or, assign your employee to make the upgrades!
13. Is it time to repaint your façade? If you keep the same color, many historic districts *do not* require that you apply for a permit to repaint!
14. Make sure you plant the right plant for the right location. Notice how much sun or shade the location receives and if you are not that good at watering....ask a plant expert what to plant where! A well planted pot will be less likely to become a trash receptacle.

**Tips from William McLeod, Barracks Row Main Street, Washington D.C.*

Main Street Loudoun